

## **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Original) In a computer system connectable to a computer network, a method comprising:
  - (a) maintaining in memory a compilation of greeting card templates;
  - (b) maintaining in memory data identifying one of the greeting card templates and any user defined modifications thereto;
  - (c) maintaining in memory data associating said one greeting card template and any user defined modifications thereto with a gift card;
  - (d) printing on demand a personalized greeting card comprising the identified greeting card template in conjunction with any user defined modifications thereto and greeting card data reference thereon; and
  - (e) generating a gift card having a gift card data reference thereon;
  - (f) comparing the greeting card data reference and the gift card data reference to determine a relationship therebetween.
2. (Original) The method of claim 1 further comprising:
  - (g) combining the gift card with the personalized greeting card.
3. (Original) The method of claim 1 further comprising:
  - (g) shipping the gift card with the personalized greeting card to a designated recipient.
4. (Original) The method of claim 1 wherein the personalized greeting card template has a front panel wherein (d) comprises:
  - (d1) printing front panels of the personalized greeting card.

5. (Original) The method of claim 1 wherein the gift card has at least two panels and wherein (e) comprises:
  - (e1) printing a first of the at least two gift card panels.
6. (Original) The method of claim 5 wherein (e) comprises:
  - (e1a) printing at least a first of the two gift card panels with at least a portion of an image from at least one panel of the personalized greeting card.
7. (Original) The method of claim 1 wherein (f) comprises:
  - (f1) reading the greeting card reference data;
  - (f2) reading the gift card reference data; and
  - (f3) confirming that the personalized greeting card represented by the read greeting card reference data and gift card represented by the read gift card reference data are associated.
8. (Original) The method of claim 2 wherein (g) comprises:
  - (g1) attaching the gift card to a panel of the greeting card.
9. (Original) The method of claim 2 wherein (g) comprises:
  - (g1) inserting the gift card into a panel of the greeting card.
10. (Original) The method of claim 1 wherein (c) comprises:
  - (c1) maintaining in memory data representing any of a greeting card identifier, greeting card modification identifiers, destination address, gift card identifier, gift card value, and vendor transaction identifier.
11. (Original) The method of claim 1 wherein (d) comprises:
  - (d1) printing a personalized greeting card upon the occurrence of a predetermined event selected from the group consisting of: receipt of a computer instruction, the occurrence of a temporal event, and the notification of a completed task.

12. (Original) In a computer system connectable to a computer network, a method comprising:

- (a) maintaining data associating a greeting card with the gift card;
- (b) generating on demand a personalized greeting card with a greeting card data reference thereon;
- (c) using the greeting card data reference to initiate generation of a gift card having a gift card data reference thereon;
- (d) reading the greeting card reference data;
- (e) reading the gift card reference data; and
- (f) determining if the personalized greeting card represented by the read greeting card reference data and gift card represented by the gift card reference are associated.

13. (Original) The method of claim 12 further comprising:

- (e) combining the gift card with the personalized greeting card, if the personalized greeting card represented by the read greeting card reference data and gift card represented by the gift card reference are associated.

14. (Original) The method of claim 12 further comprising:

- (e) shipping the gift card with the personalized greeting card to a designated recipient, if the personalized greeting card represented by the read greeting card reference data and gift card represented by the gift card reference are associated.

15. (Original) The method of claim 12 wherein the personalized greeting card comprises a greeting card template and any user defined modifications thereto and wherein (b) comprises:

- (b1) printing a greeting card template in conjunction with any user defined modifications thereto upon the occurrence of a predetermined event.

16. (Original) The method of claim 15 wherein the predetermined event is selected from the group consisting of: receipt of a computer instruction, the occurrence of a temporal event, and the notification of a completed task.
17. (Original) In a computer system connectable to a computer network, a method comprising:
- (a) maintaining data associating a personalized gift card with a personalized greeting card;
  - (b) generating a gift card with a gift card data reference thereon;
  - (c) using the gift card data reference to initiate generation of a personalized greeting card having a greeting card data reference thereon; and
  - (d) comparing the gift card data reference and the greeting card data reference to determine if a relationship exists therebetween.
18. (Original) The method of claim 17 further comprising:
- (e) combining the gift card with the personalized greeting card, if a relationship exists associating the gift card with the personalized greeting card.
19. (Original) The method of claim 17 further comprising:
- (e) shipping the gift card with the personalized greeting card to a designated recipient, if a relationship exists associating the gift card with the personalized greeting card.
20. (Original) The method of claim 17 wherein (d) comprises:
- (d1) reading the greeting card reference data;
  - (d2) reading the gift card reference data; and
  - (d3) confirming that the personalized greeting card represented by the read greeting card reference data and gift card represented by the gift card reference are associated.
21. (Original) The method of claim 17 wherein (c) comprises:

(c1) utilizing the gift card data reference to access one of a plurality of greeting card templates stored in memory in conjunction with any user defined modifications thereto and a greeting card data reference; and

(c2) printing the greeting card template in conjunction with any user defined modifications thereto upon the occurrence of a predetermined event.

22. (Original) The method of claim 17 wherein the gift card has at least two panels and wherein (b) comprises:

(b) printing at least one panel on gift card stock.

23. (Original) The method of claim 5 wherein the greeting card template has  $n$  panels where  $n > 2$  and wherein (c1) comprises:

(c1a) printing greater than two panels on card stock.

24. (Original) In a computer system connectable to a computer network, a method comprising:

(a) maintaining in memory data identifying a greeting card template and any user defined modifications thereto and data associating the gift card template with a gift card;

(c) upon the occurrence of a first predetermined event, printing a personalized greeting card comprising the identified greeting card template in conjunction with any user defined modifications thereto and greeting card data reference thereon;

(d) upon the occurrence of a second predetermined event, generating a gift card with a gift card data reference thereon; and

(e) comparing the gift card data reference and the greeting card data reference to determine a relationship therebetween.

25. (Original) The method of claim 24 wherein one of the first and second predetermined events are selected from the group consisting of: receipt of a computer instruction, the occurrence of a temporal event, and the notification of a completed task.

26. (Original) The method of claim 24 wherein the first and second predetermined events occur simultaneously.
27. (Original) The method of claim 24 wherein the first and second predetermined events occur in a sequence.
28. (Original) In a computer system connectable to a computer network, a method comprising:
- (a) maintaining in memory a compilation of greeting card templates;
  - (b) maintaining in memory data identifying a plurality of the greeting card templates, any user defined modifications thereto, and data associating each of the plurality of greeting card templates with one of a plurality of the gift cards;
  - (c) printing, in a sequence, a plurality personalized greeting cards, each of the personalized greeting cards comprising one of the identified greeting card templates in conjunction with any user defined modifications thereto and a greeting card data reference thereon; and
  - (d) generating, on demand and in a sequence, a plurality of a gift card, each gift card having a gift card data reference thereon;
  - (e) comparing the greeting card data reference of a greeting card having a position in the sequence of personalized greeting cards with the gift card data reference of a gift card having a similar position in sequence of gift cards to determine a relationship therebetween.
29. (Original) The method of claim 28 further comprising:
- (f) combining the gift card with the personalized greeting card, if the personalized greeting card represented by the greeting card data reference and gift card represented by the gift card data reference are associated.
30. (Original) The method of claim 28 wherein the gift cards have a plurality of panels and wherein (d) comprises:

(d1) printing at least one panel on gift card stock.

31. (Original) The method of claim 28 wherein the gift cards have a plurality of panels and wherein (d) comprises:

(d1) printing at least one panel on gift card stock with an image associated with the personalized greeting card.

32. (Original) The method of claim 28 wherein the gift cards have a plurality of panels and wherein (d) comprises:

(d1) printing at least one panel on gift card stock with an image having a complementary theme with a panel of the associated personalized greeting card.

33. (Original) The method of claim 28 wherein the gift cards have a plurality of panels and wherein (d) comprises:

(d) printing at least one panel on gift card stock with a user uploaded image with a panel of the associated personalized greeting card.

34. (Original) A computer program product for use with a computer system operatively coupled to a computer network comprises a computer usable medium having program code embodied thereon, the program code comprising:

(a) program code for maintaining in memory a compilation of greeting card templates;

(b) program code for maintaining in memory data identifying one of the greeting card templates and any user defined modifications thereto;

(c) program code for maintaining in memory data associating said one greeting card template and any user defined modifications thereto with a gift card;

(d) program code for printing on demand a personalized greeting card comprising the identified greeting card template in conjunction with any user defined modifications thereto and greeting card data reference thereon; and

(e) program code for generating a gift card having a gift card data reference thereon; and

(f) program code for comparing the greeting card data reference and the gift card data reference to determine a relationship therebetween.

35. (Original) A computer system connectable to a computer network comprising:

- (a) a processor;
- (b) a memory coupled to the processor for storing;
  - (i) data identifying one of the greeting card templates and any user defined modifications thereto; and
  - (ii) data associating said one greeting card template with a gift card;
- (c) a printer coupled to the processor ;
- (d) program logic for printing on demand a personalized greeting card comprising the identified greeting card template in conjunction with any user defined modifications thereto and greeting card data reference thereon;
- (e) program logic generating a personalized gift card having a gift card data reference thereon; and
- (f) program logic for comparing the greeting card data reference and the gift card data reference to determine a relationship therebetween.